



2015

Dog Licensing Campaign

Communications Toolkit

www.licenseyourdogPA.com

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Introduction

Bureau of Dog Law Enforcement

The Bureau of Dog Law Enforcement is responsible for ensuring the welfare of breeding dogs and puppies in commercial breeding kennels. The office also regulates activities pertaining to dogs that are classified as dangerous, and oversees annual licensure and rabies vaccinations for dogs.

Our state dog wardens:

- Enforce licensing and rabies laws.
- Seize and detain any dog viewed running at large without its owner.
- Investigate dog bites and establish and enforce quarantine of dogs.
- Enforce kennel licensing and regulations through at least two inspections each year of every licensed kennel.
- Maintain a registry of dogs declared dangerous by a magisterial district judge and perform dangerous dog inspections.
- Prosecute dog law violations in court.
- Provide educational services about dog ownership.

Pennsylvania's Rabies Law:

Ignoring Pennsylvania's rabies vaccination law can be costly – in more ways than one. Dogs and cats are exposed to the rabies virus through wild and stray animals, posing a threat to their health and yours.

- Dogs and cats, three months or older, must have a current rabies vaccination. Owners of non-vaccinated pets may be fined up to \$300 plus court costs.

- Licensed veterinarians can vaccinate dogs and provide a vaccination certificate.
- Dog wardens perform random checks to ensure rabies vaccinations are current.

License Your Dog. It's the Law:

- All dogs, three months or older, must be licensed by January 1 of each year.
- Owners of non-licensed dogs can be cited with a maximum fine of \$300 per dog plus court costs.
- Dog wardens randomly conduct compliance checks in neighborhoods to ensure all dogs are licensed. Violators will be fined.
- If your dog gets lost, a current license is the fastest way to get your dog back home.
- Licensing fees help the millions of dogs in Pennsylvania by funding the Bureau of Dog Law Enforcement.
- Purchase a license from your local county treasurer or issuing agent.
- An annual license is \$8.50 and a lifetime license is \$51.50. If your dog is spayed or neutered, the annual fee is \$6.50 and lifetime is \$31.50. Discounts are available to older adults and people with disabilities.

Pennsylvania's Dog Laws:

- If your dog is not licensed, you may be fined up to \$300 per dog. Get a license at your county treasurer's office.
- Your dog must be under control and supervised at all times. You are responsible for any damages caused by your dog on someone else's property.
- It is illegal to mistreat or abuse animals. Report suspected abuse to your local humane organization or police.
- Purposely poisoning a dog, whether it is yours or someone else's, is illegal.
- You may not abandon or attempt to abandon any dog. You could be fined \$1,000 plus court costs.
- Puppies under eight weeks old cannot be bartered, traded, sold or transferred.
- You must have a kennel license if you keep, sell, transfer, adopt or foster at least 26 dogs in a calendar year.
- If your dog attacks or kills a human or domestic animal without provocation, it may be considered dangerous. You may face extensive fines and restrictions.

2015 Dog Licensing Campaign Theme:

"Love your dog. License your dog."

Social Media

Posting tweets and status updates on Twitter and Facebook is a great opportunity to promote and raise awareness of the licensing your dog and the 2015 Dog Licensing Campaign. When tweeting or posting about 2015 dog licensing, use the hashtag #Licenseyourdog15.

Follow us on Twitter @PA_AgSecretary and “Like” us on Facebook at www.facebook.com/padepstofag.

Suggested Tweets:

- #March is Dog Law Awareness Month – Be sure to keep your dog safe, remember to #Licenseyourdog15.
- Stop by your #countytreasurer office and purchase your 2015 dog license. Love your dog. #Licenseyourdog15.
- All dogs, three months or older, must be licensed by January 1 of each year. Love your dog. #Licenseyourdog15
- @PA_AgSecretary and #countytreasurers remind dog owners to #Licenseyourdog15. It's not just a dog, it's another member of the family.
- #DYK If your dog gets lost, a current license is the fastest way to get your dog back home. #Licenseyourdog15
- One small action with a huge impact - help keep your dog safe. Love your dog. #Licenseyourdog15.

Suggested Facebook Posts:

- March 2015 was designated as Dog Law Awareness Month. Be sure to keep your dog safe. Love your dog. #Licenseyourdog15. Visit www.licenseyourdogPA.com to find your local treasurer's office or an issued agent near you.
- Stop by your #countytreasurer office and purchase your 2015 dog license. Love your dog. #Licenseyourdog15. Find your local treasurer on www.licenseyourdogPA.com.
- Do your part to keep your dog safe. All dogs, three months or older, must be licensed by January 1 of each year. #Licenseyourdog15 Find a location near you by visiting www.licenseyourdogPA.com.
- Want to learn more about #Licenseyourdog15? Visit www.licenseyourdogPA.com.
- #DYK If your dog gets lost, a current license is the fastest way to get your dog back home. #Licenseyourdog15. Visit your local #countytreasurers office on find an issued agent near you on www.licenseyourdogPA.com.

Sample Content for Newsletters and Websites

License Your Dog in PA

All dogs, three months or older, must be licensed by January 1 of each year. Violators can be cited with a maximum fine of \$300 per violation plus court costs.

An annual license is \$8.50 and a lifetime license is \$51.50. If the animal is spayed or neutered, the annual fee is \$6.50 and lifetime is \$31.50. Discounts are available to older adults and people with disabilities.

The small license fee helps the millions of dogs in the state by funding the Pennsylvania Department of Agriculture Bureau of Dog Law Enforcement.

Dog licenses are available from your local county treasurer and other licensing agents.

Reasons for dog licensing:

- **It's the law.** All dogs, three months and older, must have a current license.
- **If your dog gets lost, a license is the best way to get him back.** A license helps animal control and shelters identify your dog and get him back home safely.
- **The cost of a license is less than the penalty for being caught without one.** Owners who fail to license their dogs could face a fine of up to \$300 for each unlicensed dog.
- **License fees support animal control.** The annual fee you pay to license your dog helps keep shelters running and supports the work of the Bureau of Dog Law Enforcement, which is responsible for ensuring the welfare of dogs, regulating dangerous dogs and overseeing annual licensing and rabies vaccinations.

Sample Press Release

FOR IMMEDIATE RELEASE

March 18, 2015

Dog Licenses for 2015 Now Available at County Treasurers' Offices; All Dogs Must be Licensed by January 1

Harrisburg – Pennsylvanians can now purchase 2015 dog licenses from their county treasurers. State law requires all dogs, three months and older, to be licensed by January 1 of each year.

“Include a quote from the county treasurer.”

An annual dog license is \$8.50, or \$6.50 if the animal is spayed or neutered. Lifetime licenses are available for dogs that have permanent identification like a microchip or tattoo. Older adults and people with disabilities may be eligible for discounts.

The dog license application is simple and only requests owner contact information and details about the dog being licensed, like name, age, breed and color.

[Insert name of county treasurer] offered these reasons for dog licensing:

- **It's the law.** All dogs, three months and older, must have a current license.
- **If your dog gets lost, a license is the best way to get him back.** A license helps animal control and shelters identify your dog and get him back home safely.
- **The cost of a license is less than the penalty for being caught without one.** Owners who fail to license their dogs could face a fine of up to \$300 for each unlicensed dog.
- **License fees support animal control.** The annual fee you pay to license your dog helps keep shelters running and supports the work of the Bureau of Dog Law Enforcement, which is responsible for ensuring the welfare of dogs, regulating dangerous dogs and overseeing annual licensing and rabies vaccinations.

For more information, including a list of county treasurers, visit www.licenseyourdogPA.com or call the Bureau of Dog Law Enforcement Office at 717-787-3062.

MEDIA CONTACT: [Contact person for the county treasurer's office]

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Advertising

Includes but is not limited to: renewal mailers, newspaper advertisements, radio advertisements, PSA's, and billboards.

The approval process is as follows:

1. Please submit a sample of what you would like to do and the cost to Stacy Ebling at sebling@pa.gov.
2. The bureau will work through all internal channels of communication and either approve or deny the request. Once the advertising is approved, you may proceed with your intended advertising plans.
3. The invoice, copy of payment, and a letter requesting reimbursement must be submitted to Stacy Ebling via email, fax to 717-772-4352, or mail to The Bureau of Dog Law Enforcement, Pennsylvania Department of Agriculture, 2301 N. Cameron Street, Harrisburg, PA 17110.

Sample PSA

Buy a Dog License

PSA: 30 seconds

Dog licenses for 2015 are now available at your local county treasurer's office and online. Remember to renew your dog license every year to protect you and your dog. If your dog gets lost, a license is one of the quickest ways to get them back home. Contact County Treasurer, _____ to purchase a license, or visit licenseyourdogpa.com. Love your dog. License your dog.

Dog Law Compliance Checks

PSA: 30 seconds

Throughout the state, dog wardens will be knocking on doors to make sure your dog has a valid license. Be sure your dog is licensed and has a current rabies vaccination – avoid fines up to \$300. Don't wait for the knock at the door. Love your dog. License your dog. For more information, visit licenseyourdogpa.com. Contact County Treasurer, _____ or find an issuing agent near you to purchase a license.

Sample Advertisement

DON'T FORGET TO RUN AND GET YOUR VALID DOG LICENSE?

**Under Pennsylvania law,
all dogs three months or
older must be licensed by
January 1 of each year.**

**Licenses may be
purchased through your
county treasurer or at
an issuing agent.**



Love Your Dog. License Your Dog.

Each spayed or neutered dog . . . \$6.50

All other dogs . . . \$8.50



**Bureau of
Dog Law Enforcement
2301 N. Cameron St.
Harrisburg, PA 17110**

717.787.3062

For more information, visit www.licenseyourdogPA.com.